



Euromonitor
International

Retail Adult Incontinence in Sri Lanka

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail Adult Incontinence Summary

INDUSTRY PERFORMANCE

Marvel Drives Demand with Bulk Discounts and Flexible Payments

Chart 1 - Marvel Reduces Prices on Adult Diapers, Driving Value Demand

Friends Captures Value by Expanding Sizes and Targeting New Users

Daraz Accelerates Digital Access as Users Seek Privacy and Deals

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Marvel Set to Expand Sizing to Attract New User Segments and Drive Volume

Friends Expected to Leverage Affordability and Channel Reach to Strengthen Leadership

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Marvel Secures Loyalty through Promotions as Friends Gain Wider Access

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Pharmacies Maintain Dominance as Buyers Seek Privacy and Affordability

Daraz Drives E-Commerce Growth as Shoppers Embrace Flexible Payments

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Retail Adult Incontinence

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Retail Adult Incontinence

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Sri Lanka - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Cargills Food City Attracts Price-Conscious Shoppers with Deep Discounts

Chart 18 - Cargills Food City Drives Affordability with Discounted Offers

Baby Diapers Drive Volume as Convenience and Trust Outweigh Price

Lemme Be Responds to Eco-Conscious Demand with Biodegradable Pads

Chart 19 - Lemme Be Launches Biodegradable Sanitary Pads

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Cargills, Keells and Spar Set to Drive Value through Discount-Led Private Label Expansion

Retailers Expected to Boost Influence as Promotions and Private Label Outpace Brand Loyalty

Chart 22 - Analyst Insight for Tissue and Hygiene

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Threadworks and International Cosmetics Defend Lead as Private Label Erodes Shares

Finex Introduces Car Tissue Canisters to Unlock New Occasions

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Small Local Grocers and Health and Beauty Specialists Lead Distribution

E-Commerce Platforms Attract Niche Buyers but Remain Supplemental

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Tissue and Hygiene

Chart 29 - Real GDP Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Tissue and Hygiene

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-adult-incontinence-in-sri-lanka/report.